Audience Analysis

The purpose of the audience analysis is to identify and evaluate the characteristics of the end user in order to identify training and support needs and requirements. The audience analysis serves as a vehicle to collect information on training and support (preferences, what types are required, appropriate mechanisms), roles and responsibilities of specific job functions, PC usage and knowledge, and other special concerns/issues to be aware of in preparing and delivering the end user training and support. In addition, the audience analysis provides insight into the audience's general feelings, concerns and questions.

The process for conducting an audience analysis consists of the following steps:

1. Review pilot impact analysis and audience information
2. Research and leverage appropriate information and examples
3. Develop approach (brainstorming meeting with experts)
4. Identify areas for analysis
5. Create survey
6. Create tracking spreadsheet
7. Create interview questions
8. Conduct interviews, track surveys in spreadsheet
9. Analyze results
10. Develop final report
11. Conduct Gap Analysis
12. Incorporate findings in training design, development, and delivery

Lessons Learned/Tips

- Can expect around a 50% survey return rate
- Conduct interviews with business representatives for each affected group, in addition to sending out surveys
- Look for hidden resistance and hidden messages in returned surveys. If there are issues, push those issues to resolve them early